Sounds

All sounds should be produced in line with the Overall Johanna brief (modern, witty, premium, sofisticated, showoff).

Music tones (12 total): In general, even though we are asking for Musictones, we should strive to keep them very Clean and Crisp, keeping the number of instruments to a minimum.

We should create Music tones for all three areas above, 4 Music tones for each flavor of Johanna, influenced by:

Lounge Style: Luxurious and Sparkling
Possible Influence: exotica, such as various Latin genres (e.g., Bossa Nova, Cha-Cha-Cha, Mambo), Polynesian, French, etc. Such music could have some instruments exaggerated.
Reference: http://en.wikipedia.org/wiki/Lounge_music

Club Style: Pulsating and Hypnotizing
Possible Influence: Nightclubs play disco-influenced dance music such as house music, techno, and other dance music styles such as electro or trance.
Reference: http://en.wikipedia.org/wiki/Night_club

Park Style: Positiv and uplifting, sounds that encourage being active in a park.
Please refer to the Summer Stage 2007 lineup in Central Park for more specific inspirations.
Go to: http://www.summerstage.org/index1.aspx?BD=19544

Sounds cont..

Ring signals (5 total):

- We want to create 5 simple ring signals.

- They should follow the general direction & keywords for Johanna.

- The focus should be on extremely simple stripped down modern signals that can easily be heard in a club, lounge, park or other urban environment.

- Iconic and clean, with few tones.

Message Sounds (4 total)

- Should follow the same brief as Ring signals above.

Sounds cont..

Alarm sounds (3 total):
Alarm sounds can be inspired more by the club, lounge, park directions.

Please note the following guidelines for alarm sounds:

•An alarm will play for up to 1 minute before stopping, if not the user takes action to stop it before that. (This difffers depending on heartbeat implementation).
•For a more pleasant experience, the alarm sound should not be looped in short intervals (like a ringtone) but be a long sound. Preferably like a full song (or that feel for the 30 or 60 second timeframe)
•Sony Ericsson wants a world class wake up experience, this since the alarm function is one of the most frequently used feature, and thus have a very big brand impact.
•The alarm uses the increasing volume technique which means that the volume starts at volume step 1 and increases smoothly up to step 8 (max volume) in about 25 seconds.
•The sound shall associate to things like cozyness, "i feel good", anticipation of a new day, general positive non worrying, rather annoying, harsh sounds.
•Note that since the the volume increases automatically there is no need to escalate the intrusiveness of the sound in any exaggerated manner towards the end of the sound file. However, since it is a user goal to actually wake up by the alarm, it is a good idea to start the sound soft but add more attack to the sounds towards the end or to use rythmic crescendo.